

ARCHIE
SERIES

OCT.

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COMICS
CODE
AUTHORITY

12c

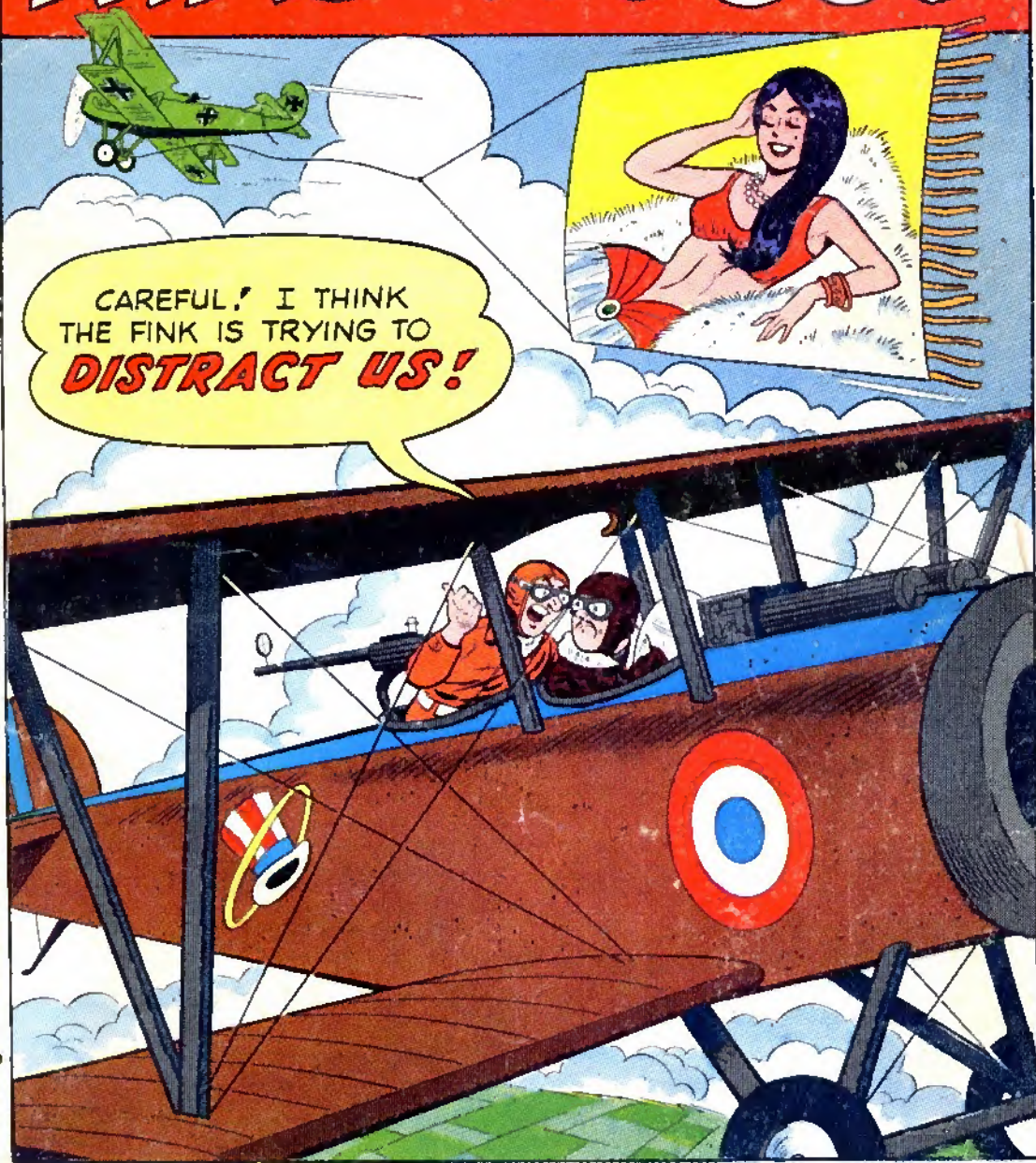
NO. 57

MAC

Archie's

MAD HOUSE

CAREFUL! I THINK
THE FINK IS TRYING TO
DISTRACT US!

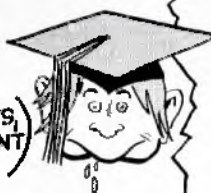


MAD HOUSE

WHEN YOU
DON'T CARE
ENOUGH TO
SEND THE
VERY BEST

TABLE OF NONSENSE

(OR TABLE OF CONTENTS,
DEPENDING ON YOUR POINT
OF VIEW!)

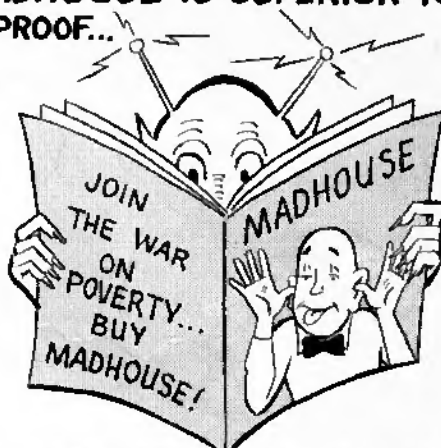


'THE MAD MOD'
'LAMP CHAMP'
'GIRL WHIRL'
'AGENT X-48'
'BLIPS'

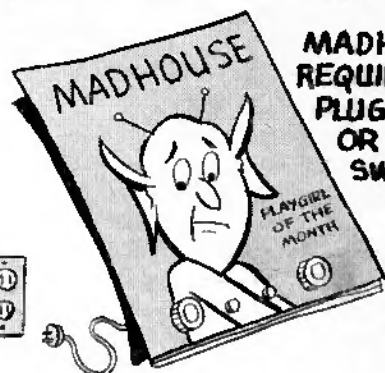


THIS SYMBOL IS YOUR
ASSURANCE OF THE
WORST IN NUTTINESS!

MADHOUSE IS SUPERIOR TO T.V.
PROOF...



MADHOUSE REQUIRES NO MESSING
AROUND WITH ANTENNAS!



MADHOUSE
REQUIRES NO
PLUG OUTLET
OR DIAL
SWITCHING

SIMON SEZ:
HANDS ON HIPS!

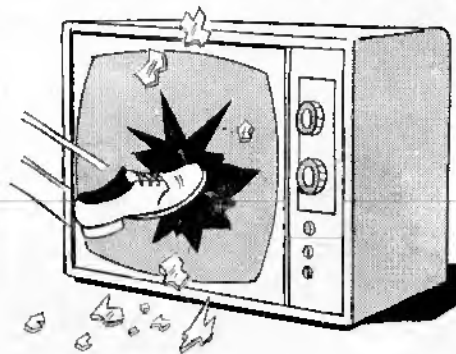
MADHOUSE ALSO SAVES YOU LOOT!



WHEN YOU GET ANGRY
WITH MADHOUSE YOU
ONLY LOSE 12¢...



BUT WITH T.V. YOU LOSE
A HECKEVA LOT MORE!
(YOU CAN RUIN A GOOD PAIR OF SHOES!)

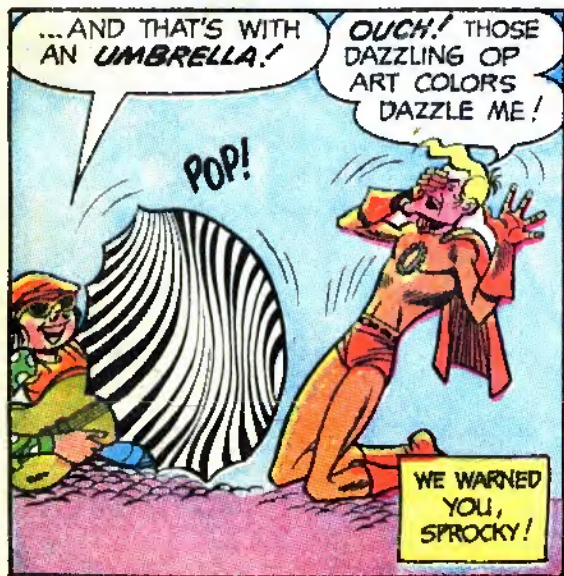
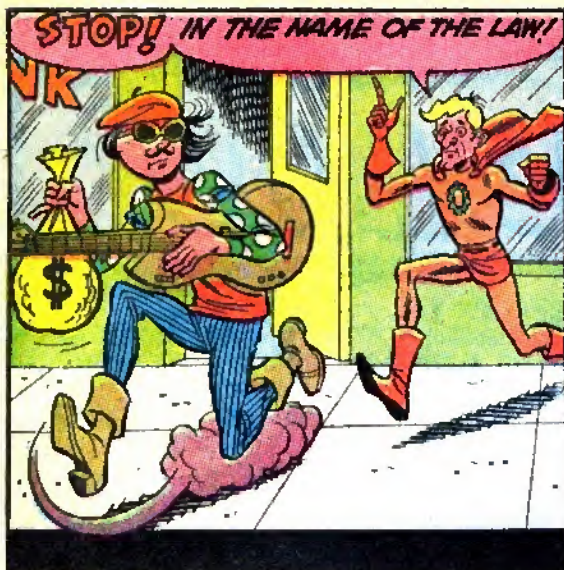


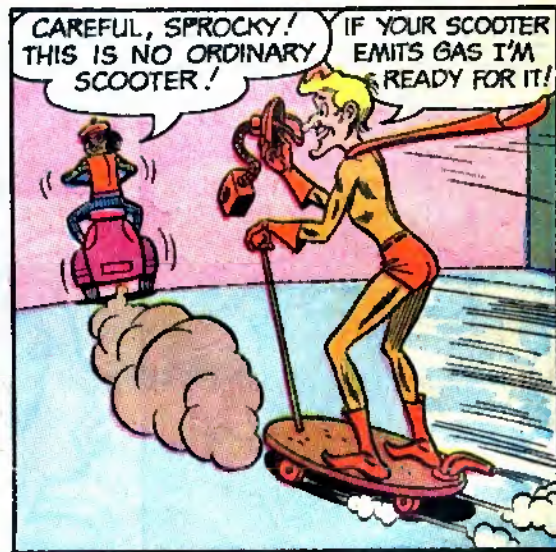
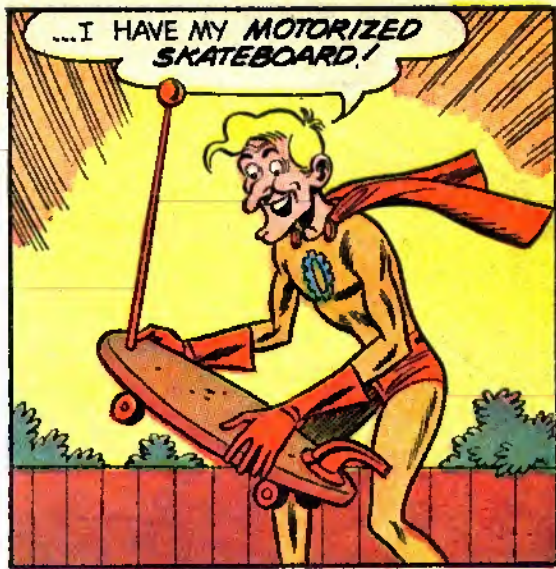
CAPTAIN SPROCKET THE WORLD'S *WORST* DRESSED HERO MEETS THE WORLD'S *BEST* DRESSED VILLIAN

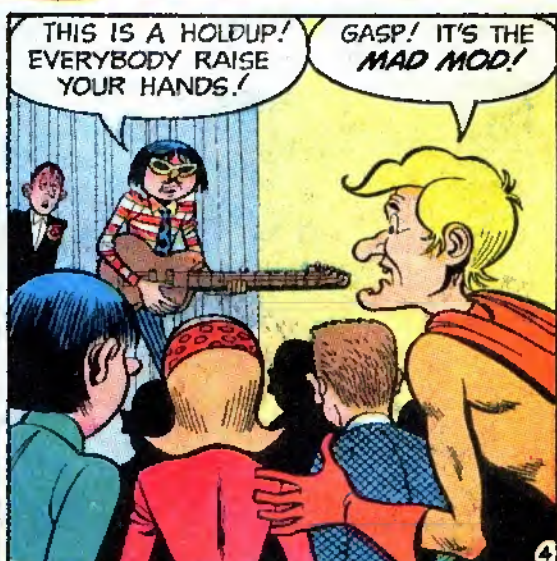
IN "THE **MAD MOD**"

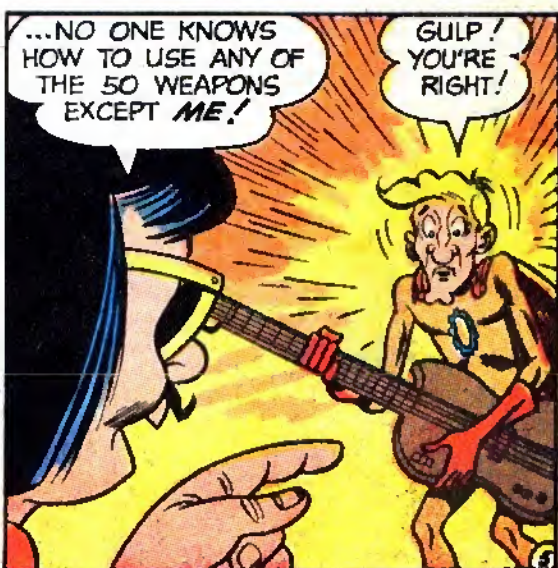


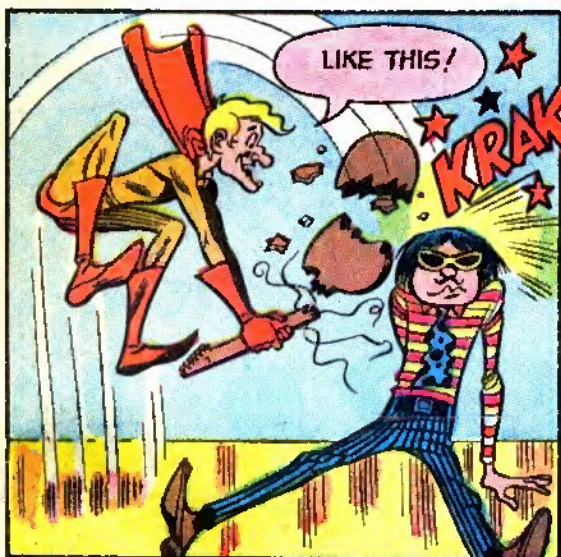
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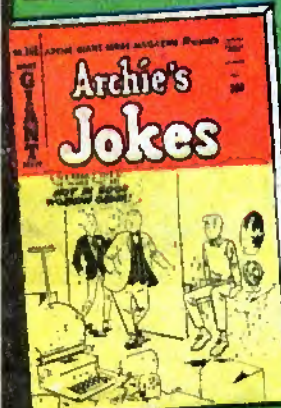
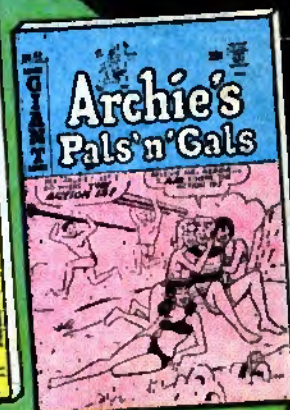
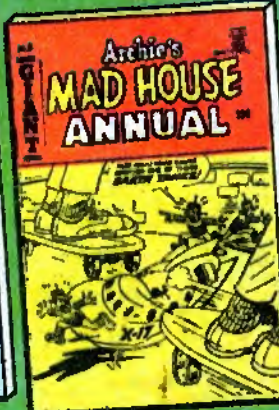




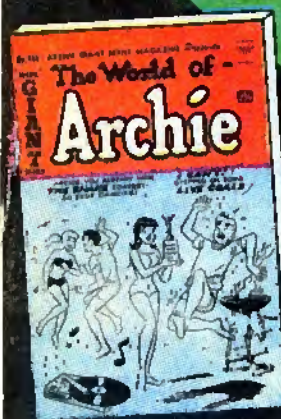
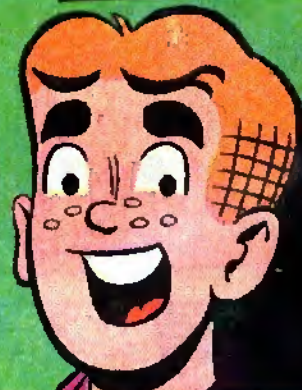








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QUARTER COMICS, NOW!
JUST FILL OUT THE COUPON
BELOW FOR THE COMICS
OF YOUR CHOICE!



ARCHIE QUARTER COMICS, 1116 First Ave., New York, N.Y. 10021

Please send the following ARCHIE GIANT COMICS. I enclose 25¢ in coin for EACH TITLE checked below:

- | | |
|---|--|
| <input type="checkbox"/> ARCHIE ANNUAL #19 | <input type="checkbox"/> ARCHIE'S MADHOUSE ANNUAL #5 |
| <input type="checkbox"/> ARCHIE'S PALS 'N' GALS #42 | <input type="checkbox"/> BETTY AND VERONICA SPECTACULAR #145 |
| <input type="checkbox"/> LITTLE ARCHIE #44 | <input type="checkbox"/> BETTY AND VERONICA SUMMER FUN #147 |
| <input type="checkbox"/> THE WORLD OF JUGHEAD #149 | <input type="checkbox"/> THE WORLD OF ARCHIE #148 |
| <input type="checkbox"/> ARCHIE'S CHRISTMAS STOCKING #144 | <input type="checkbox"/> ARCHIE'S JOKES #146 |

NAME _____ AGE _____

ADDRESS _____

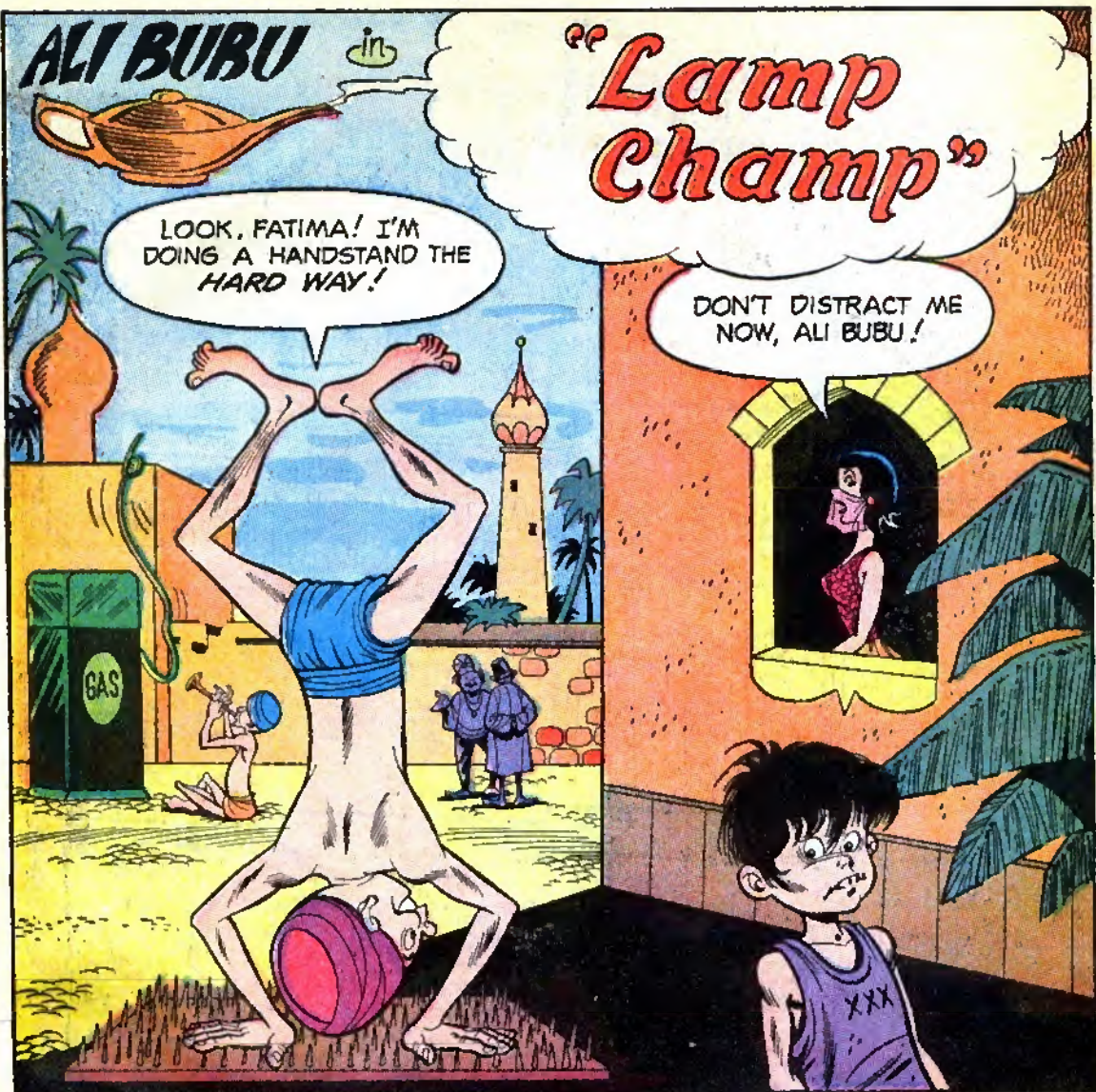
CITY _____ STATE & ZIP _____

ALI BUBU

"Lamp Champ"

LOOK, FATIMA! I'M DOING A HANDSTAND THE HARD WAY!

DON'T DISTRACT ME NOW, ALI BUBU!

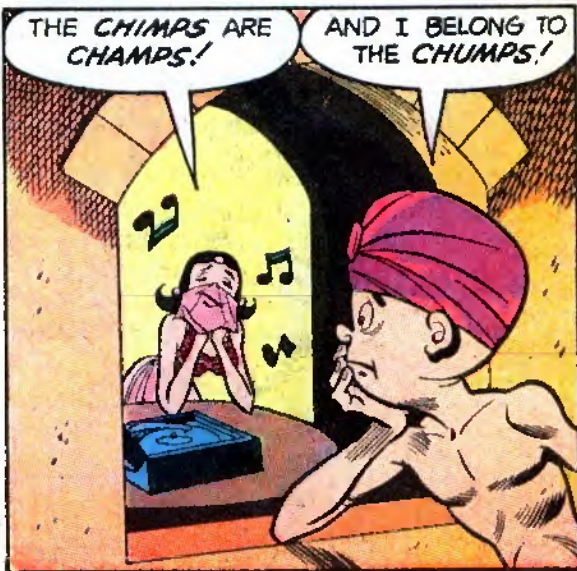


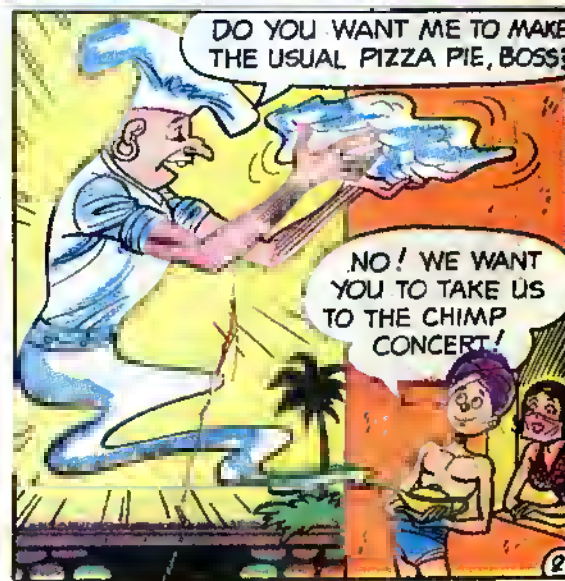
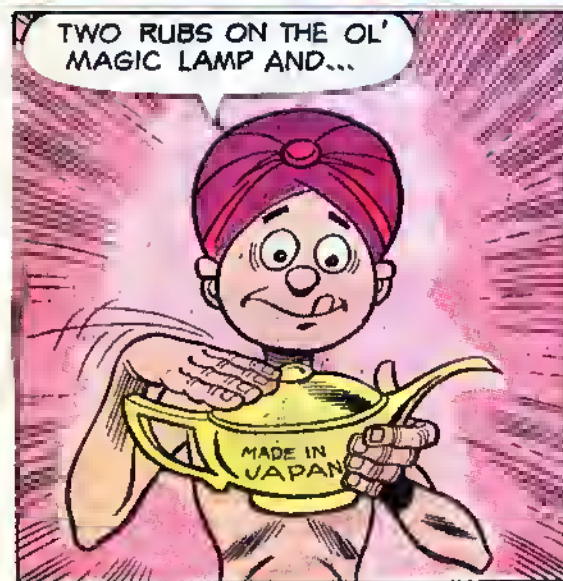
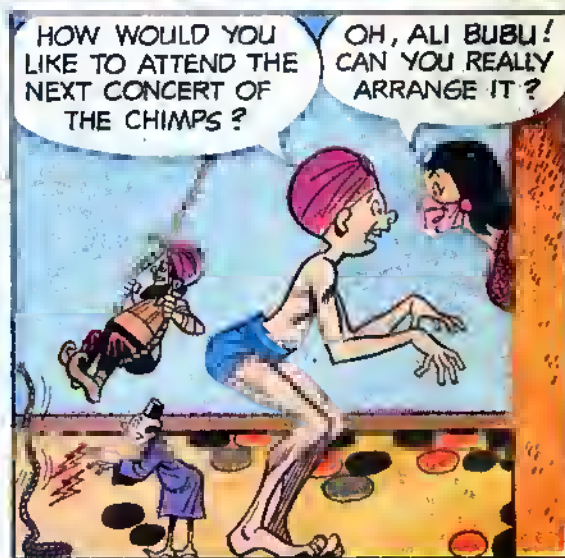
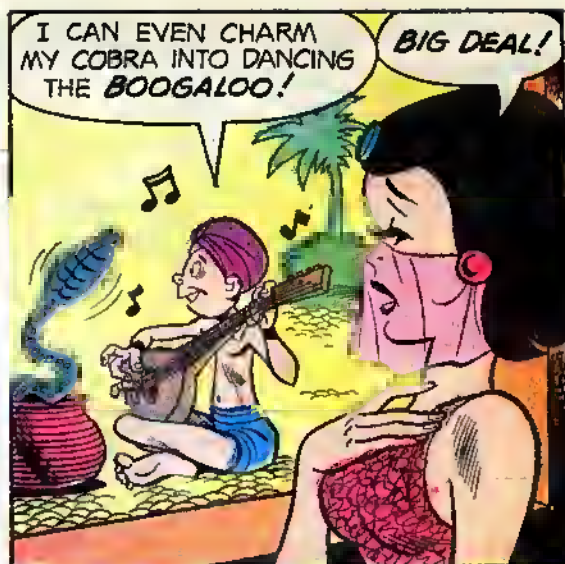
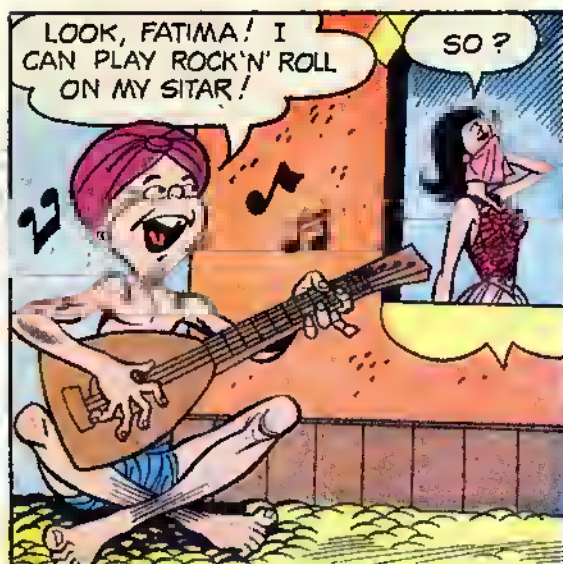
I'M LISTENING TO THE WORLD'S GREATEST ROCK 'N' ROLL COMBO (SIGH!)

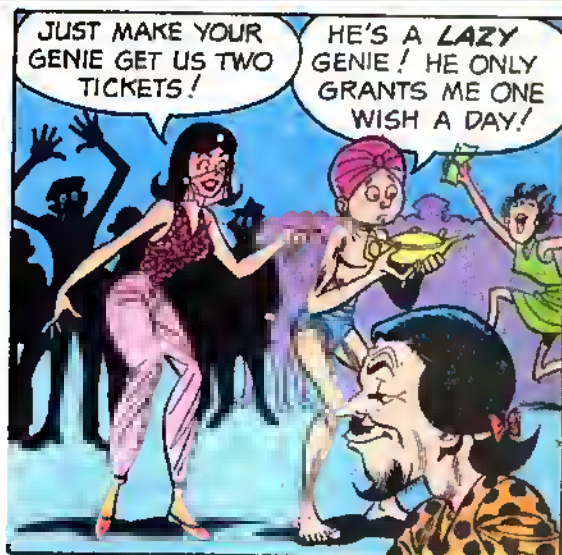
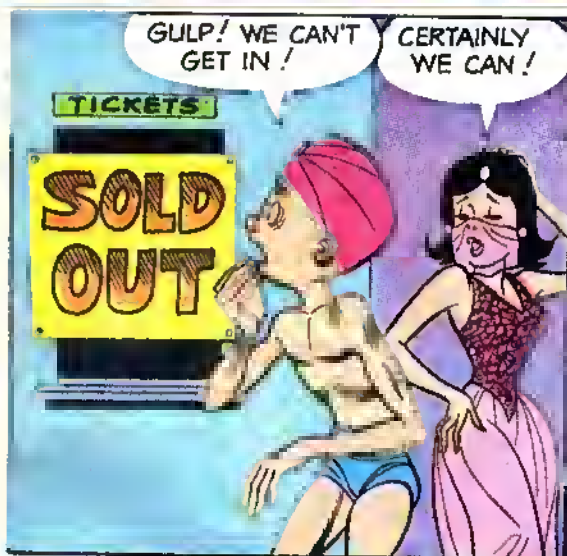
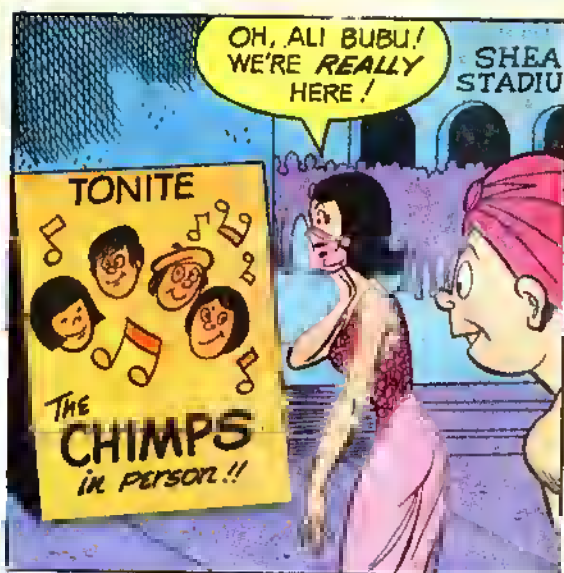


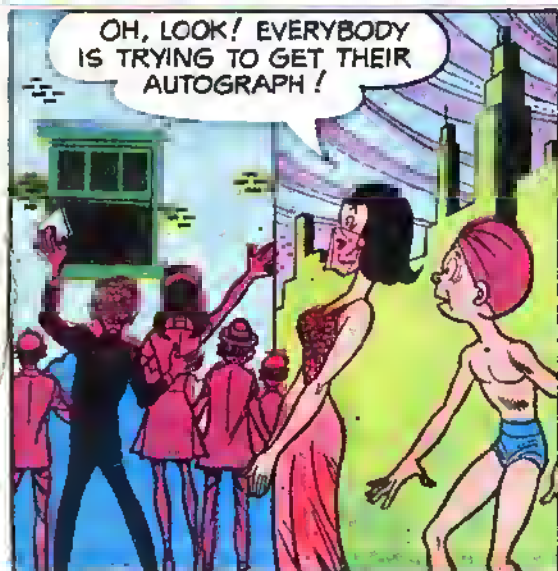
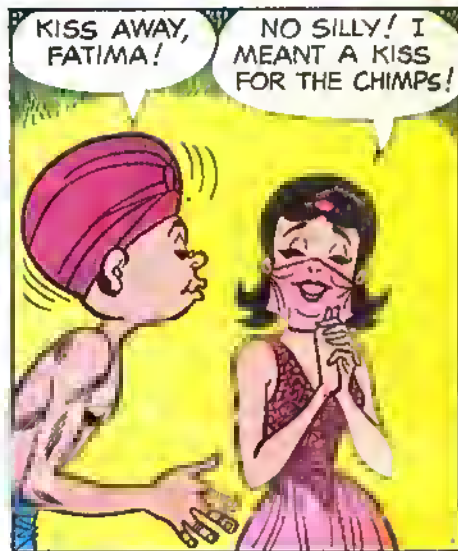
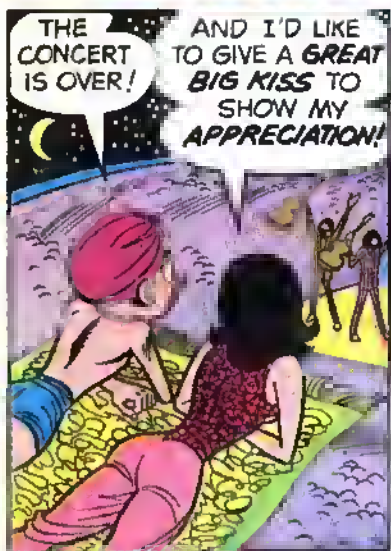
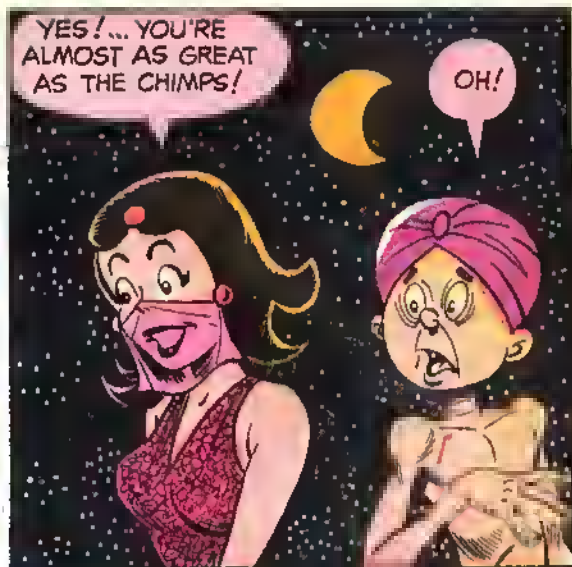
THE CHIMPS ARE CHAMPS!

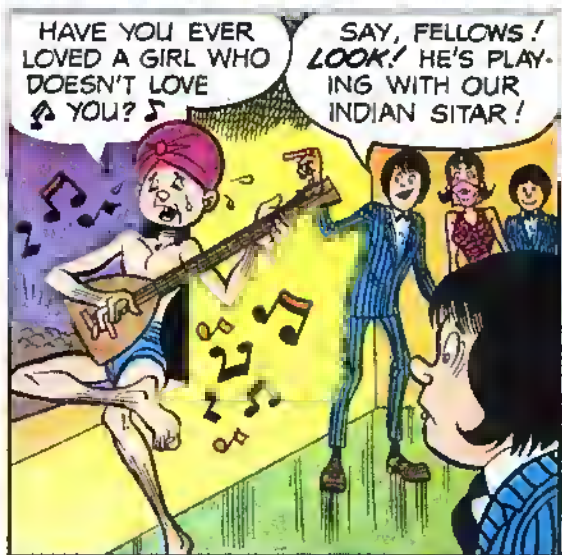
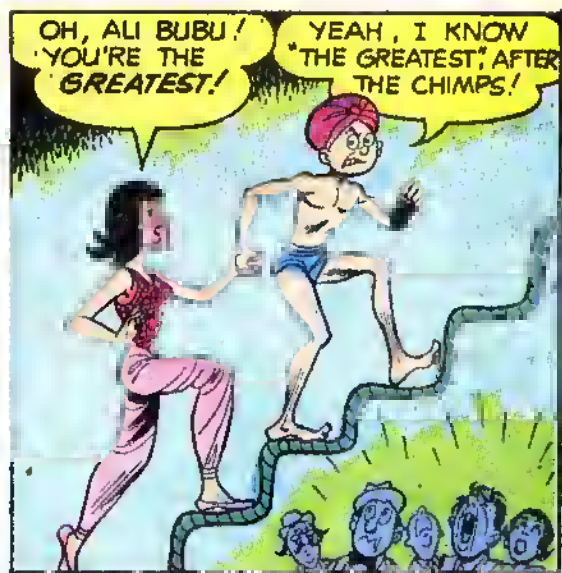
AND I BELONG TO THE CHUMPS!

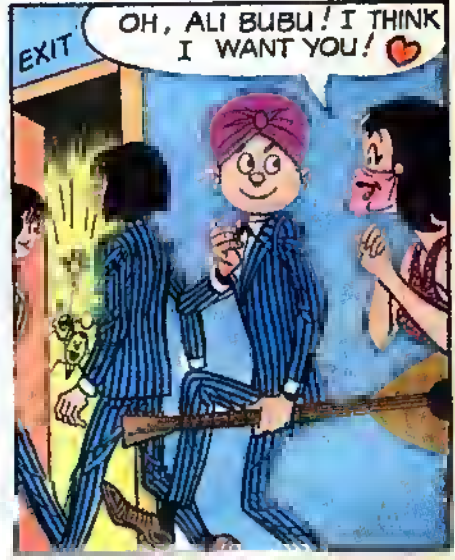












DIG THIS CRAZY OFFER!

WE'LL SEND YOU
A **FREE** COPY OF
ARCHIE'S PALS 'N' GALS
WITH EVERY ONE YEAR
SUBSCRIPTION!

YOU GET FOUR
GIANT SIZE COMICS
PLUS A BIG BONUS
ISSUE ABSOLUTELY
**FREE!...IT'S A
STEAL!**

LIKE FINDING
A QUARTER!
...AND WHO CAN'T
USE AN EXTRA
TWO BITS?

SO GET WITH IT!
FILL OUT THE COUPON!
THIS OFFER IS LIMITED AND
WE DON'T WANT YOU TO MISS
OUT ON OUR GIFT TO YOU!
DON'T DELAY!...ACT **NOW!**

SEND TO ARCHIE'S PALS 'N' GALS 5 FOR 4
1114 FIRST AVENUE
NEW YORK, N.Y. 10021

ENCLOSED PLEASE FIND ONE DOLLAR
FOR THE NEXT FOUR ISSUES OF
ARCHIE'S PALS 'N' GALS
PLUS A FREE BONUS ISSUE!

NAME _____ AGE _____
(PLEASE PRINT)

ADDRESS _____

CITY _____ STATE _____ ZIP _____

**BUY 4!
GET
5!**

SPACE RANGER KAZ A. NOVA

IN "GIRL WHIRL"

HEY, "LOVERBOY"!
IS IT TRUE YOU
HAVE A GIRL FRIEND
ON EVERY PLANET?

NOVA'S
NIFTIES

TO NOVA
FROM YOUR
NEPTUNE
CUTIES

TO NOVA
FROM YOUR
MARTIAN SWEETIE
GLOPPA

TO NOVA
COME BACK TO
JUPITER

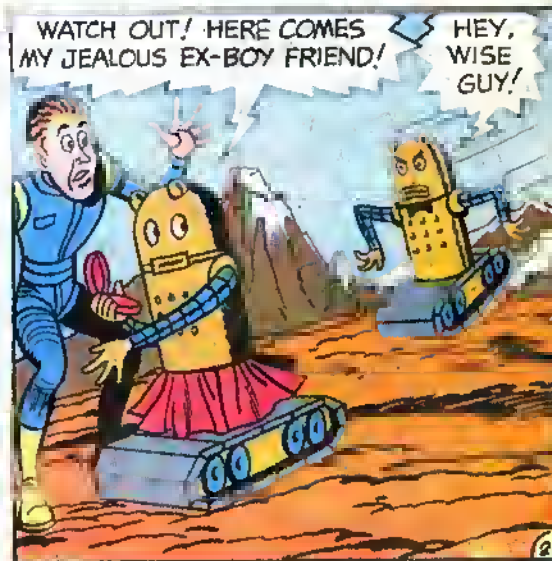
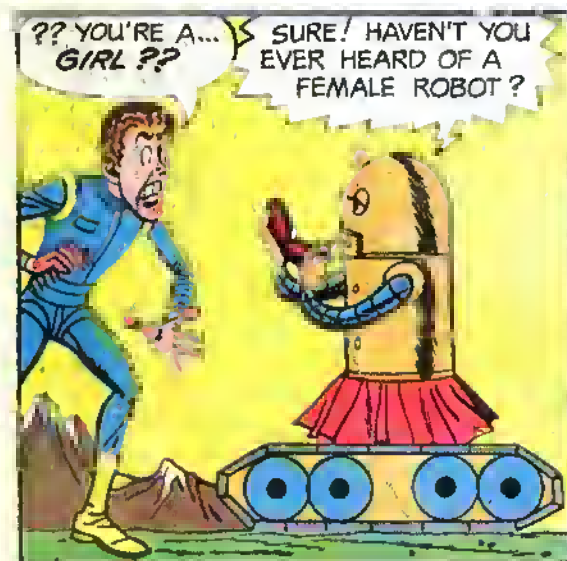
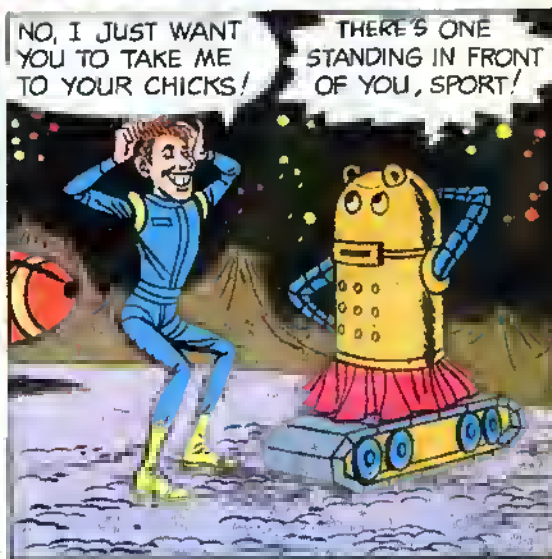
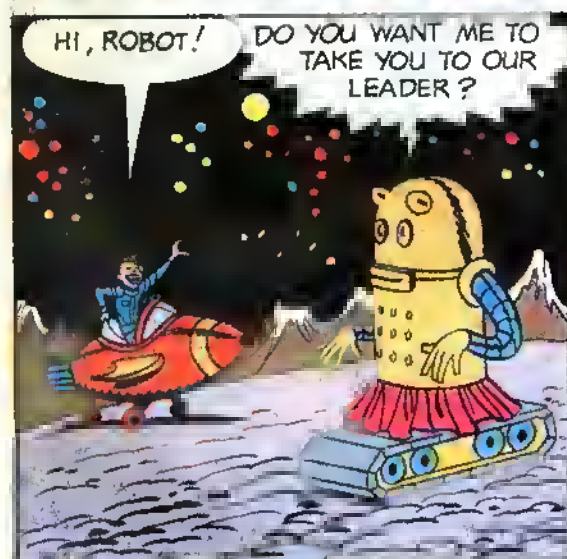
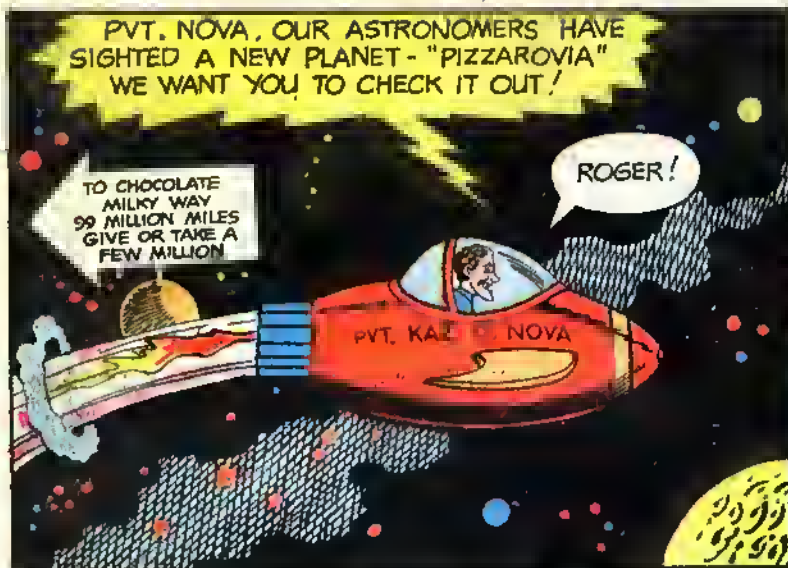
NO! ON SOME PLANETS
I HAVE A **DOZEN**
GIRL FRIENDS!

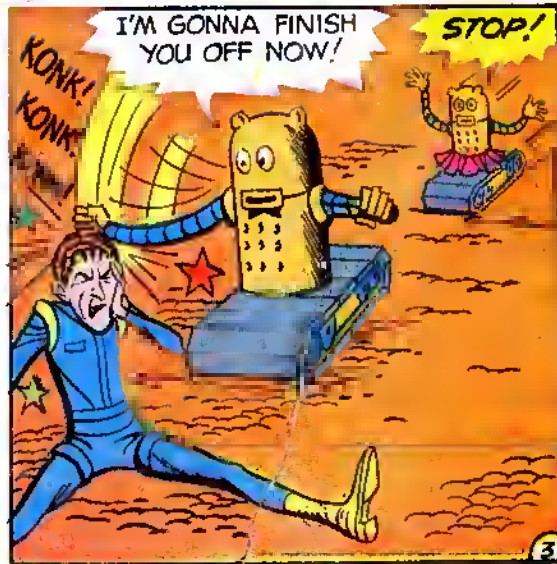
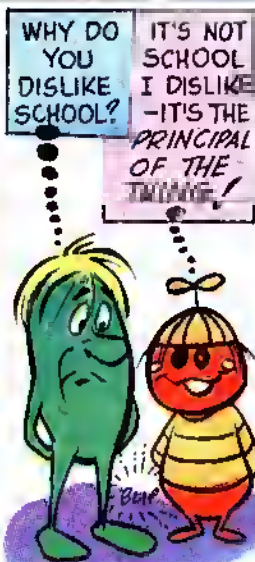
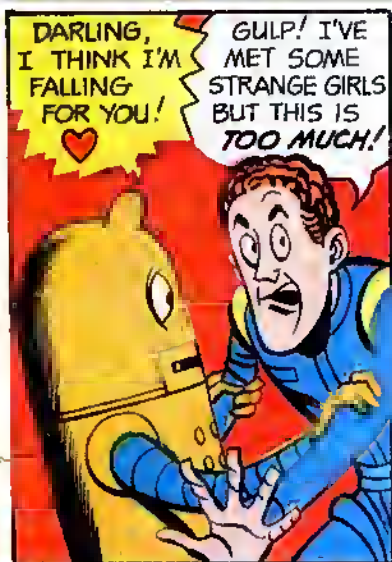
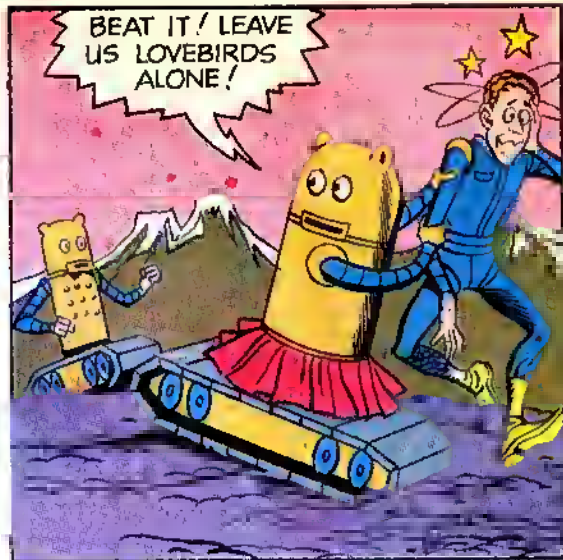
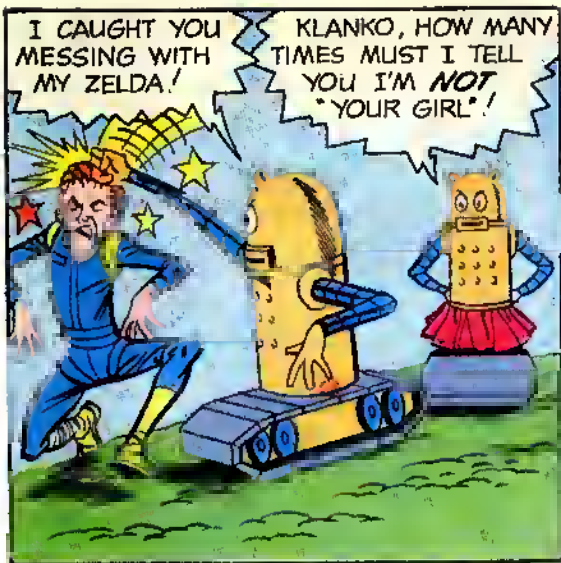
PVT. KAZ A. NOVA

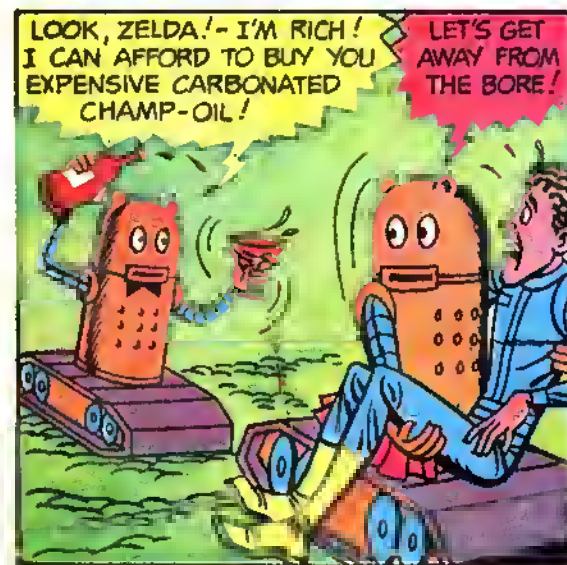
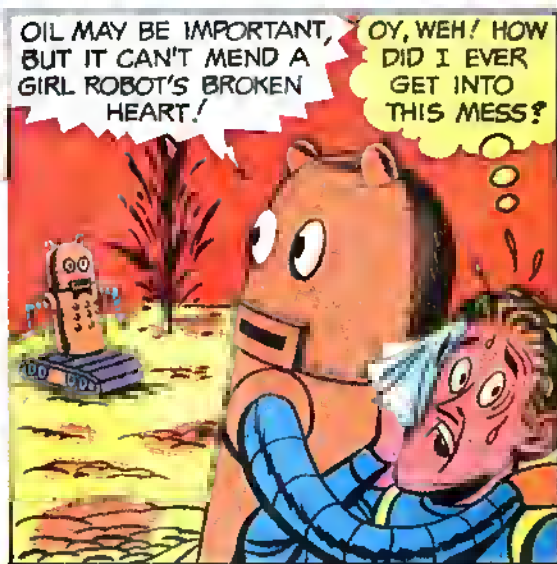
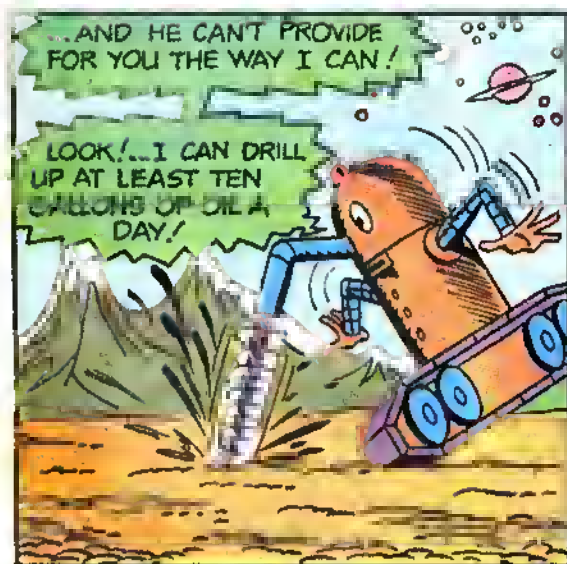
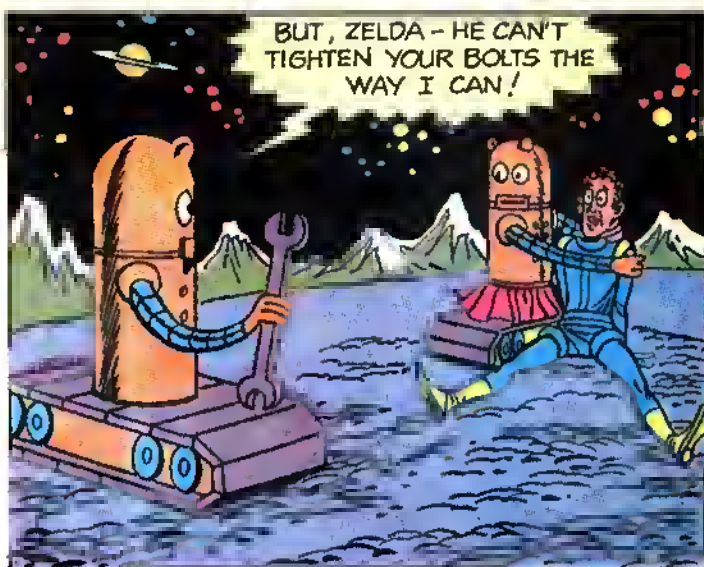
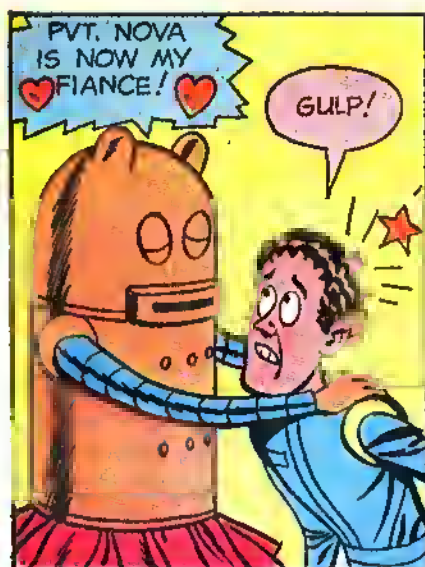
SPACE RANGER
NOVA! REPORT FOR
ASSIGNMENT!

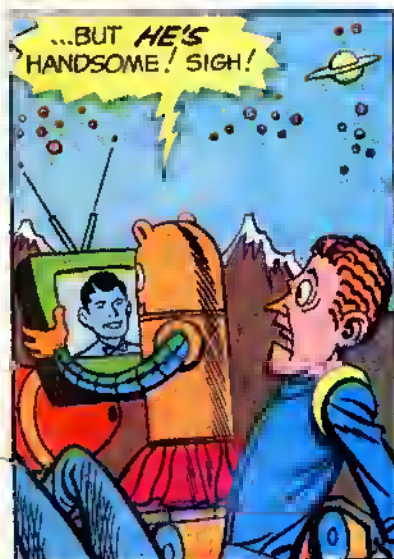
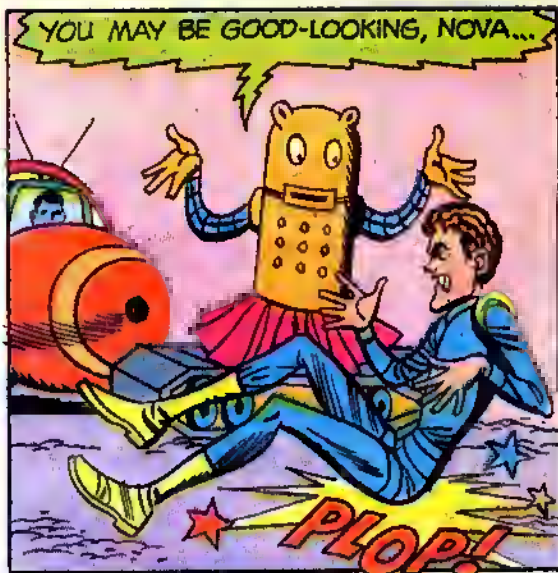
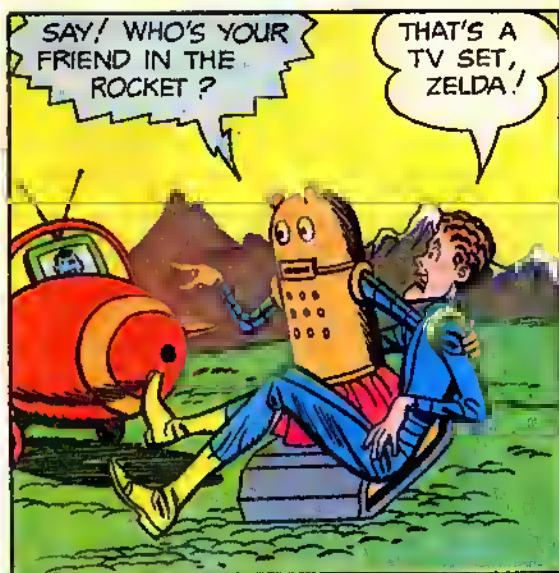
YES, SIR!

SEE YOU LATER, FELLOWS!
I'M OFF TO MEET SOME
MORE CHICKS!

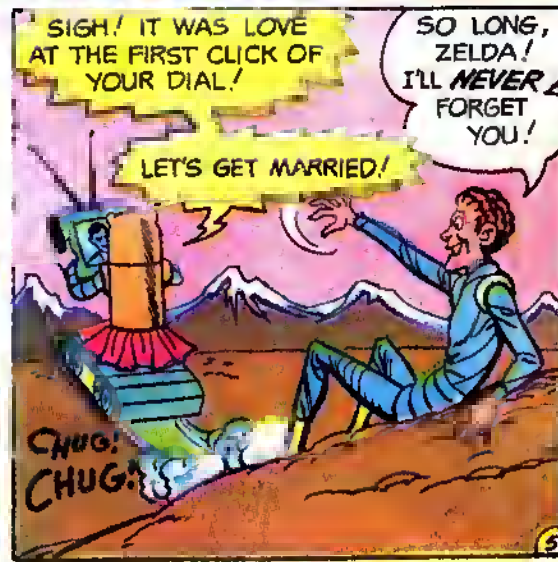
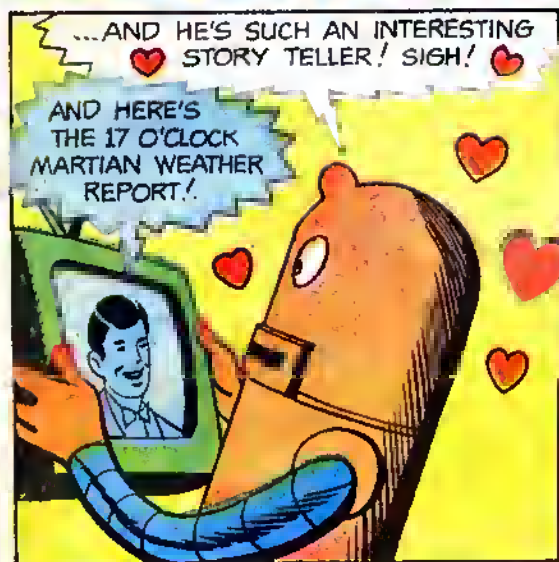
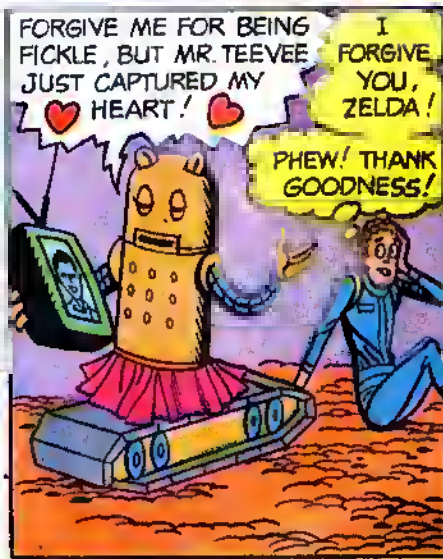


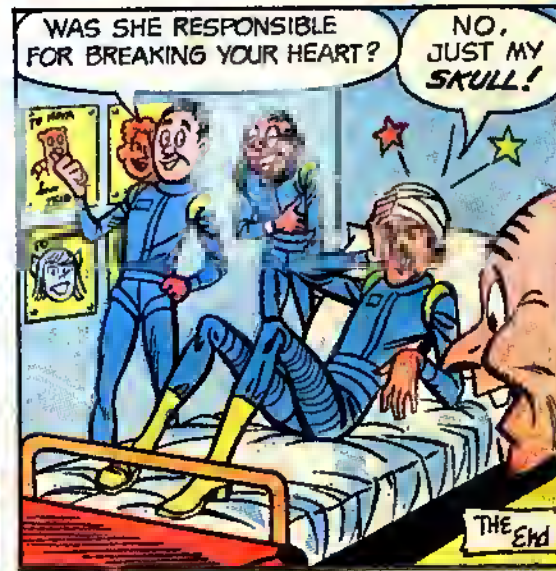
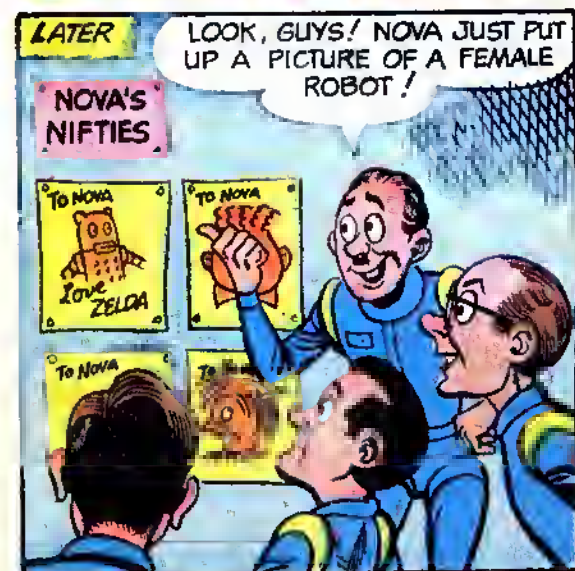
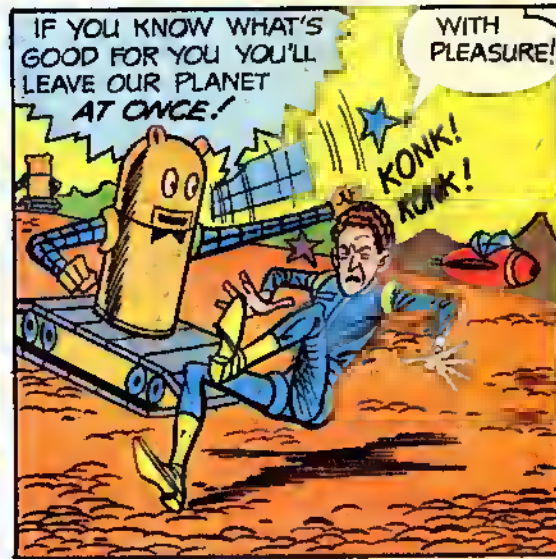
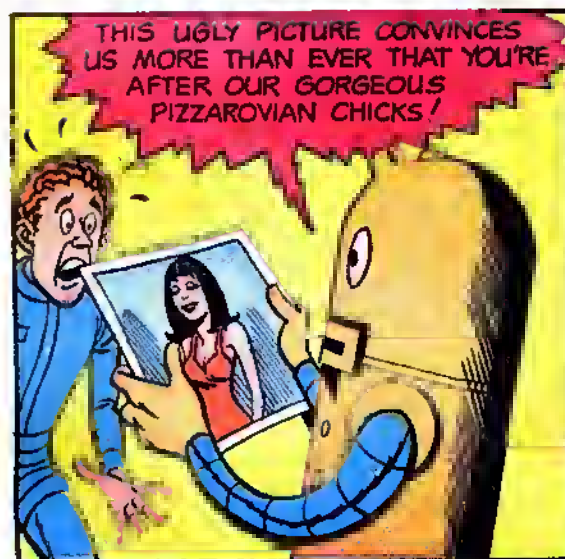
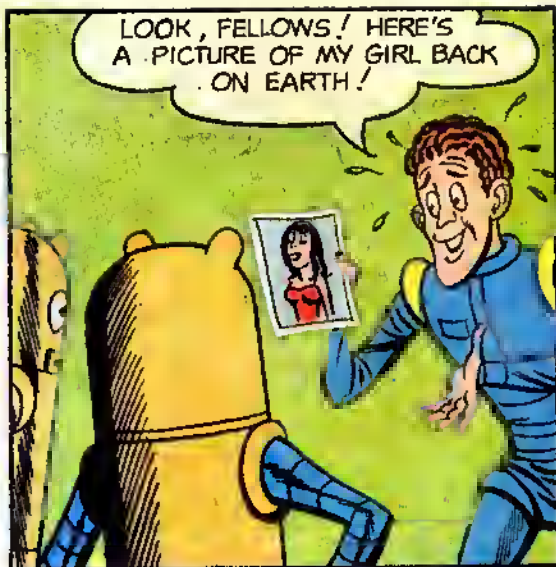






THE MODERN MAN WILL STAND FOR ALMOST ANYTHING BUT A WOMAN ON A *BUS!*





ARCHIE SAYS...

GET THIS RAINCOAT FREE!



YOU WILL GET A FREE, ALL-WEATHER RAINCOAT AND TEN ISSUES OF YOUR FAVORITE ARCHIE SERIES COMIC WITH EACH DOLLAR ORDER.

NOT ONLY WILL TEN CONSECUTIVE ISSUES BE DELIVERED RIGHT TO YOUR DOOR AS SOON AS THEY COME OFF THE PRESSES, BUT YOU WILL ALSO SAVE 20¢ OFF THE NEWSSTAND PRICE. HERE'S HOW TO ORDER THE BOOKS. SEND A DOLLAR AND YOU WILL GET TEN CONSECUTIVE ISSUES OF ANY OF THE ARCHIE SERIES LISTED BELOW. NOT ONLY DO YOU SAVE 20¢ ON EACH SERIES, BUT YOU ALSO GET AN ALL-WEATHER RAINCOAT FREE WITH EACH DOLLAR ORDER.



TO GET YOUR **FREE** ALL-WEATHER RAINCOAT, SIMPLY CHOOSE YOUR FAVORITES FROM THE GREATEST BARGAIN LIST IN TEEN-AGE COMICS.

ORDER NOW!

ARCHIE COMIC MAGAZINES

1114 FIRST AVENUE, NEW YORK, N.Y. 10021

GENTLEMEN: ENCLOSED PLEASE FIND \$1.00 FOR EACH COMIC BOOK CHECKED FOR WHICH YOU WILL SEND ME THE NEXT TEN ISSUES OF EACH COMIC BOOK CHECKED BELOW PLUS A **FREE** ALL-WEATHER RAINCOAT WITH EACH DOLLAR ORDER.

AMOUNT ENCLOSED _____ ☐ Boy's Raincoat ☐ Girl's Raincoat

- ☐ ARCHIE
- ☐ PEP
- ☐ LAUGH
- ☐ JUGHEAD

- ☐ BETTY & VERDNICA
- ☐ ARCHIE'S JOKE BOOK
- ☐ LIFE WITH ARCHIE
- ☐ ARCHIE'S MAD HOUSE

NAME _____

(PLEASE PRINT)

ADDRESS _____

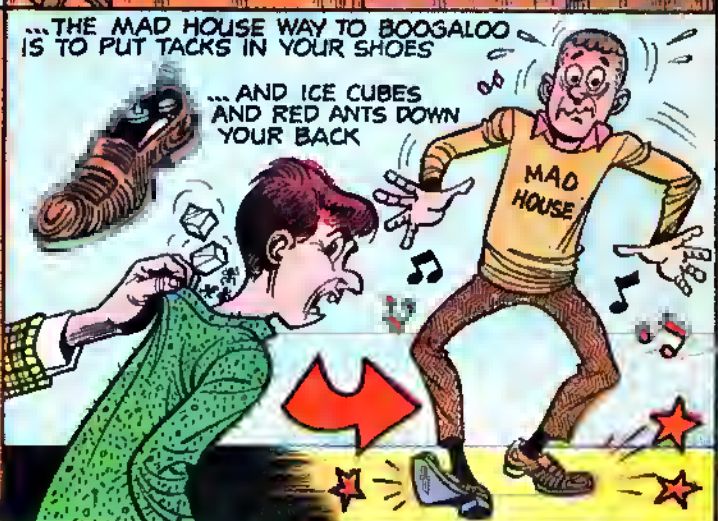
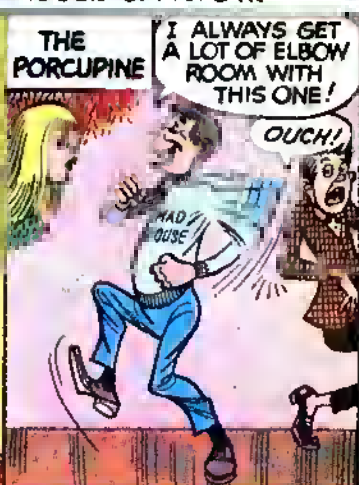
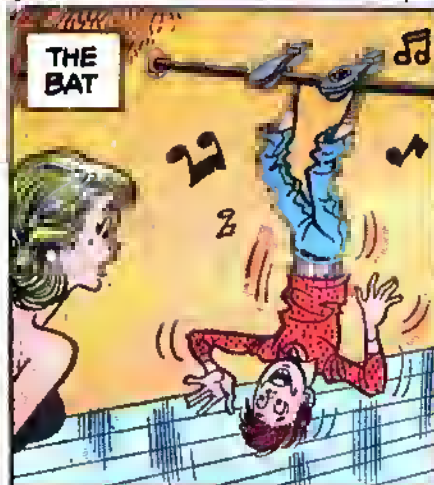
CITY _____

STATE _____

ZIP CODE _____

The MAD HOUSE GUIDE TO ROCK'N'ROLL DANCES

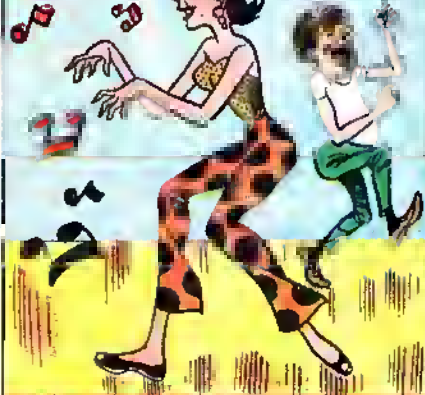
THERE IS NO RIGHT WAY TO DO THE FOLLOWING MAD HOUSE DANCES...



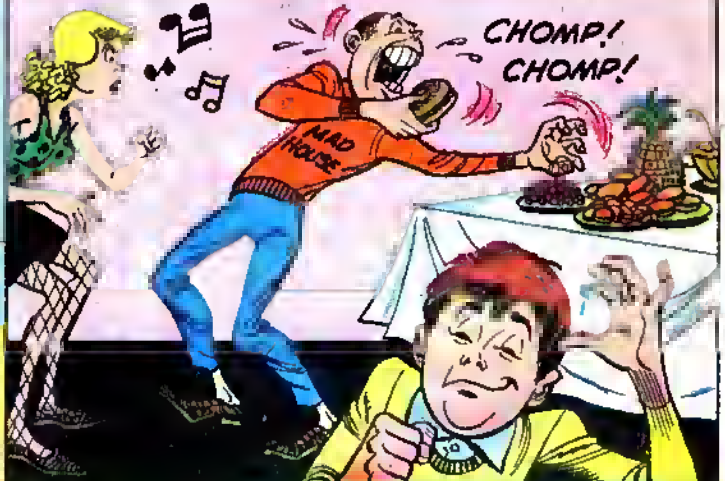


THERE ARE *TWO* WAYS TO DO ROCK 'N' ROLL DANCES-THE *RIGHT* WAY AND THE *MAD HOUSE* WAY! TO SHOW YOU WHAT WE MEAN WE PRESENT...

THE RIGHT WAY TO DO AN ANIMAL DANCE IS TO DO THE MONKEY OR THE PONY



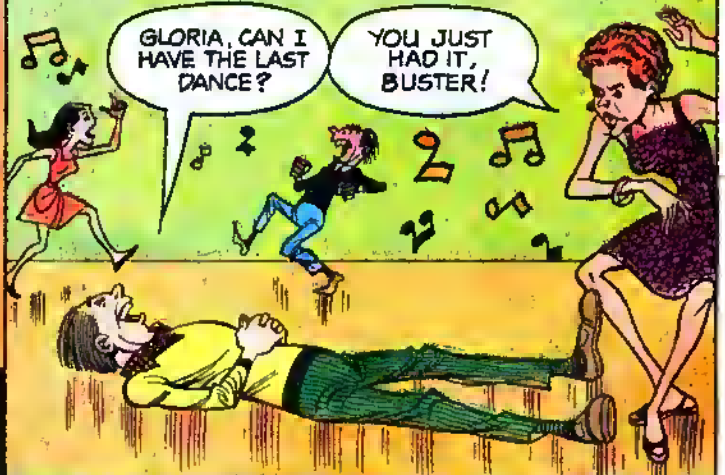
...THE MAD HOUSE WAY IS TO DO THE PIG



THE RIGHT WAY TO DO AN OCEAN MOTION DANCE IS TO DO THE SWIM



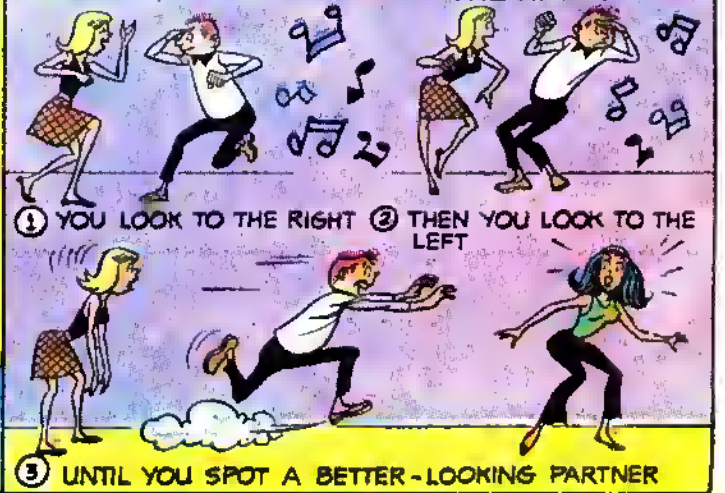
...THE MAD HOUSE WAY TO DO THE FLOAT

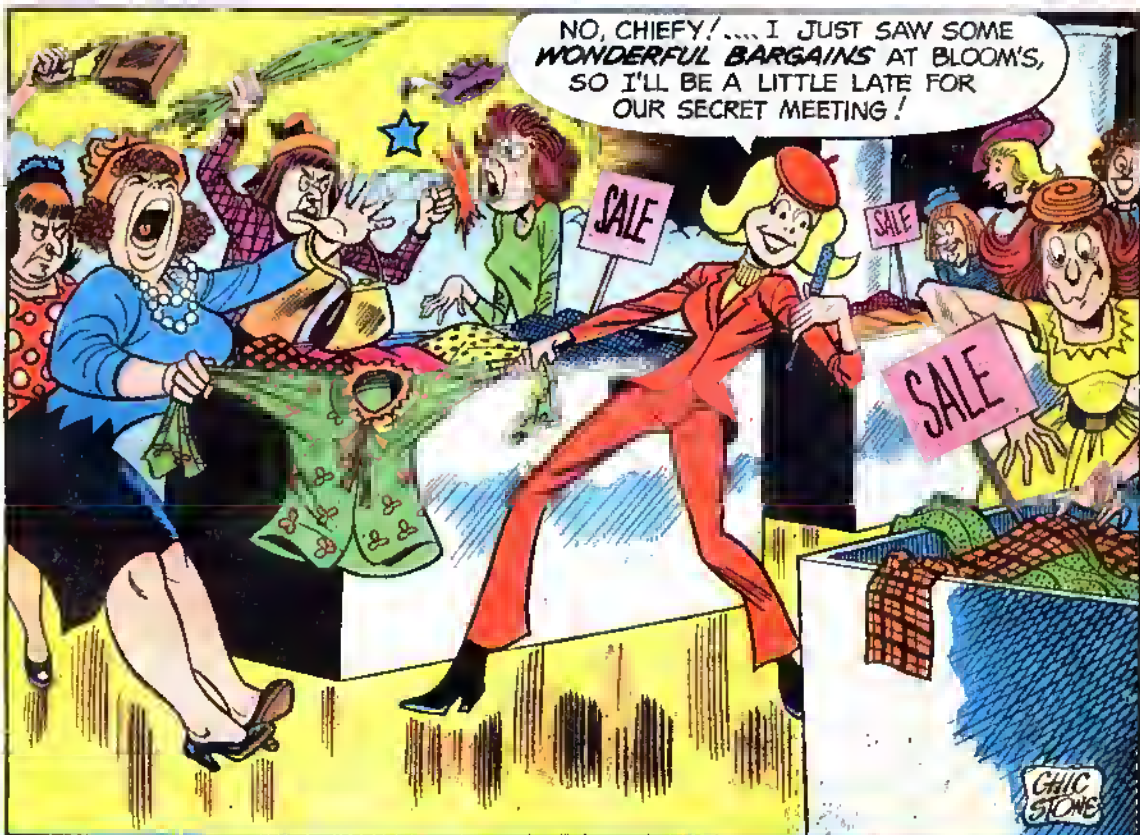
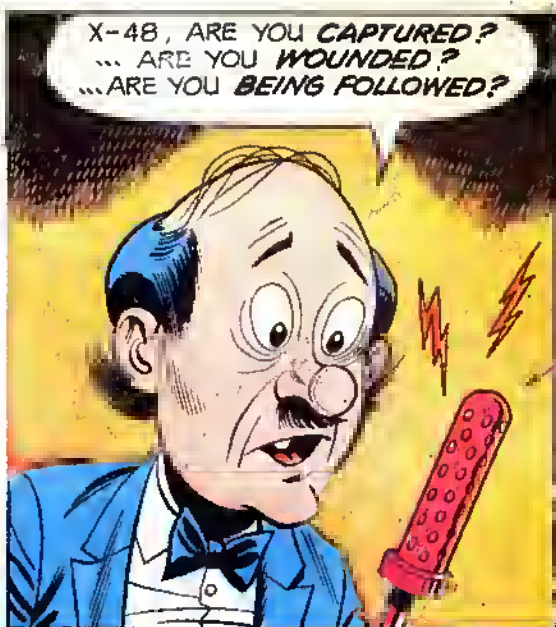


THE RIGHT WAY TO DO A BIRD DANCE IS TO DO THE CHICKEN



...THE MAD HOUSE WAY IS TO DO THE HAWK

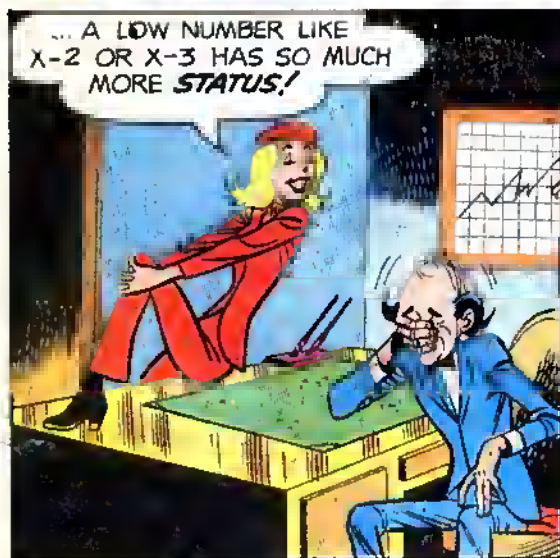
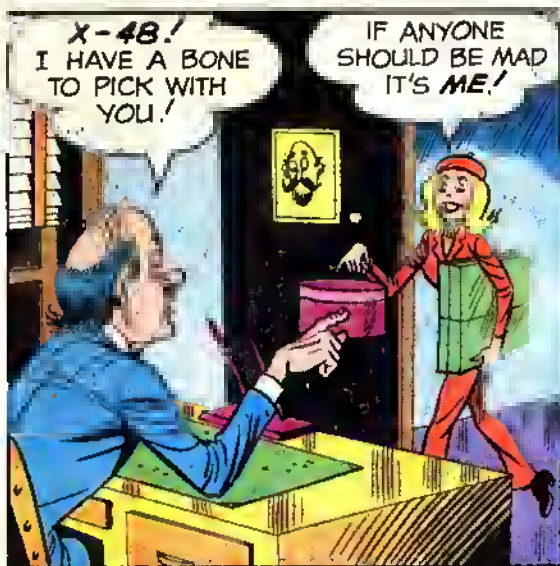


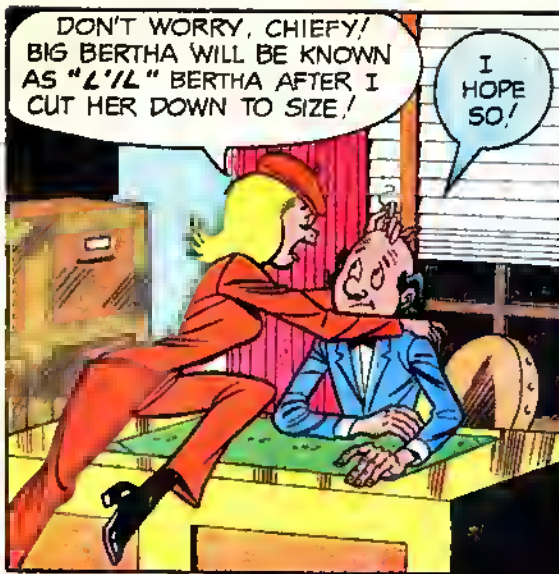


INTRODUCING

AGENT X-48

... THE ENEMY CALLS HER "**MISS X**" FOR SHORT BUT HER BOSS
CALLS HER "**MISS CUE**"





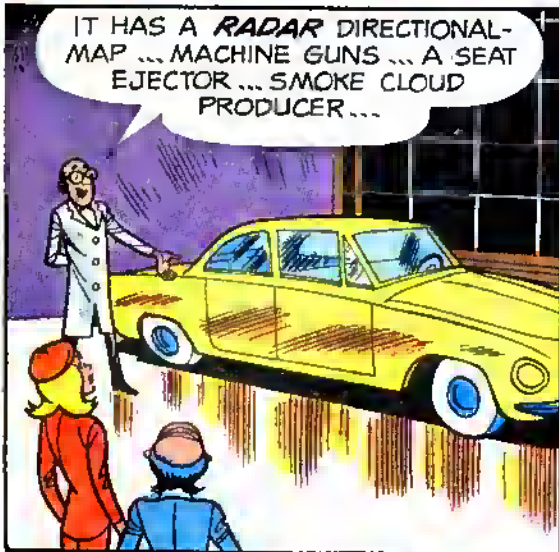
DON'T WORRY, CHIEF! BIG BERTHA WILL BE KNOWN AS "L'IL" BERTHA AFTER I CUT HER DOWN TO SIZE!

I HOPE SO!



BY THE WAY, YOUR SPECIAL AGENT'S CAR IS READY!

OH, GOODY! LET'S LOOK AT IT!



IT HAS A **RADAR** DIRECTIONAL-MAP ... MACHINE GUNS ... A SEAT EJECTOR ... SMOKE CLOUD PRODUCER ...



I'M SORRY, BUT IT JUST WON'T DO!

WHY NOT?



THE COLOR SCHEME IS SIMPLY **HORRID!** ...IT SHOULD BE LAVENDER AND FUCHSIA!

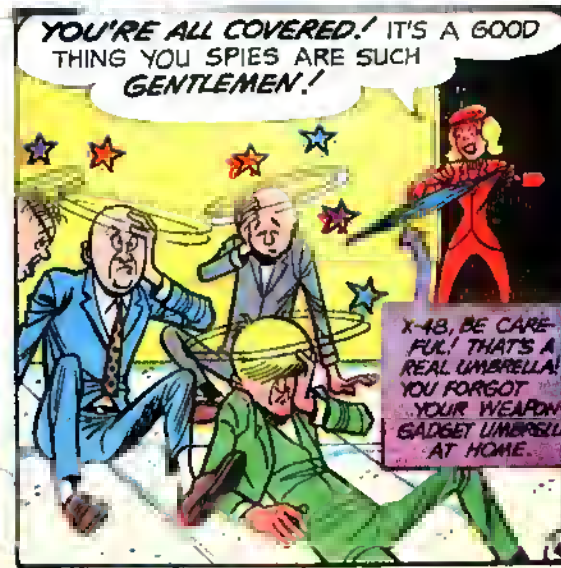
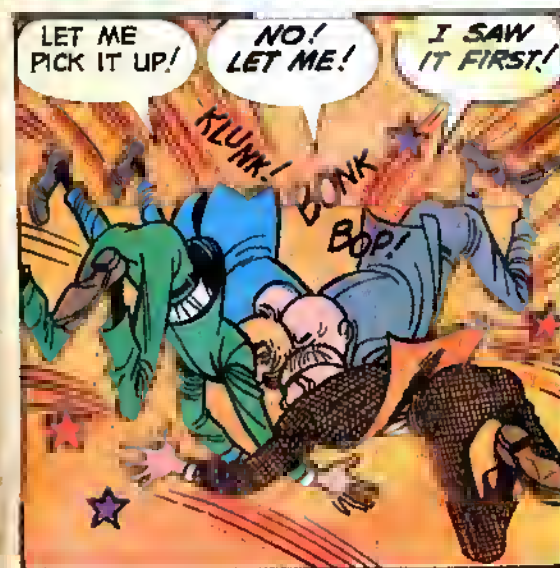
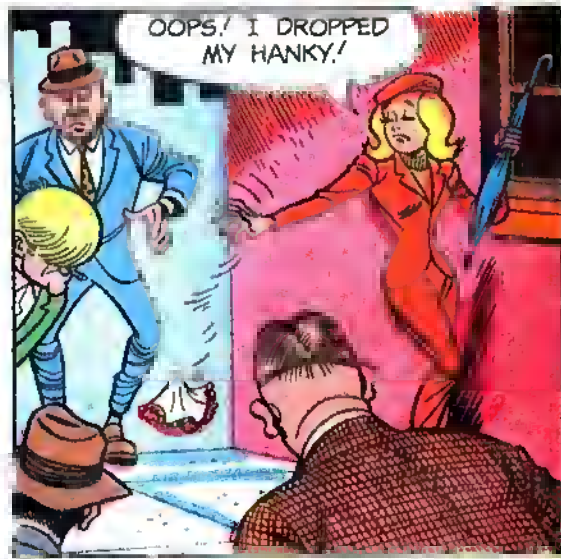
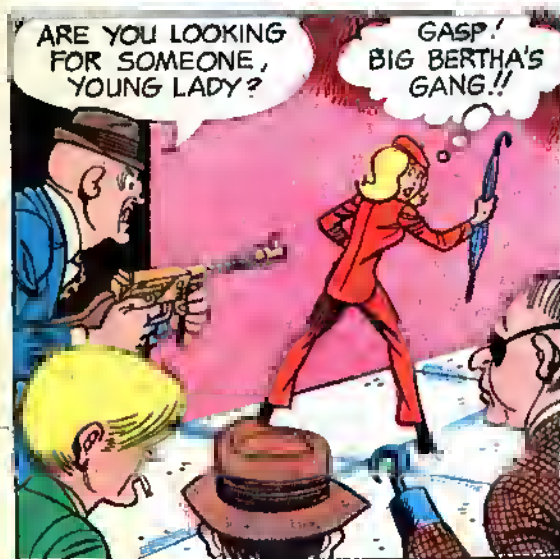


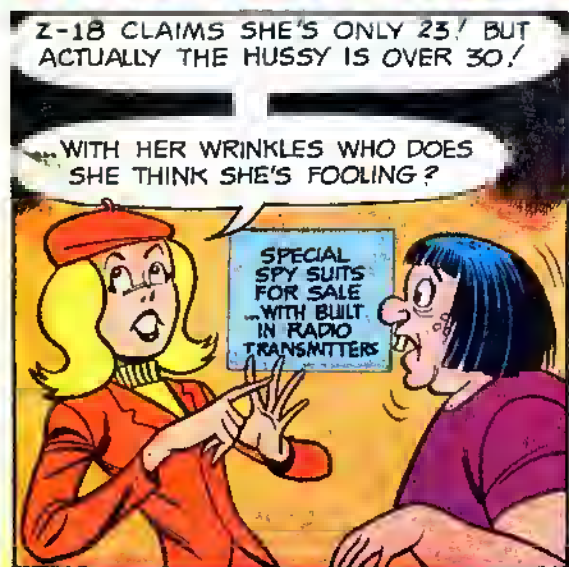
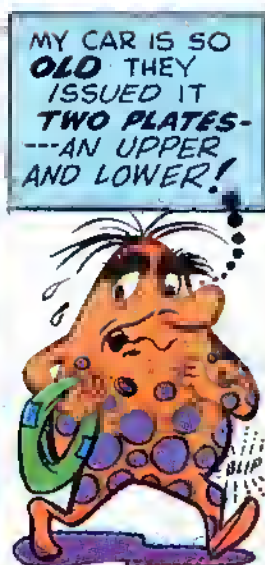
THE HUMAN RACE HAS BEEN ABLE TO IMPROVE EVERYTHING BUT **PEOPLE!**

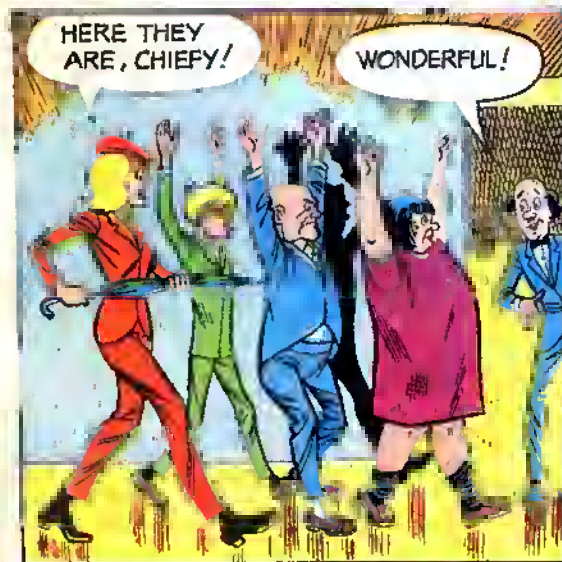
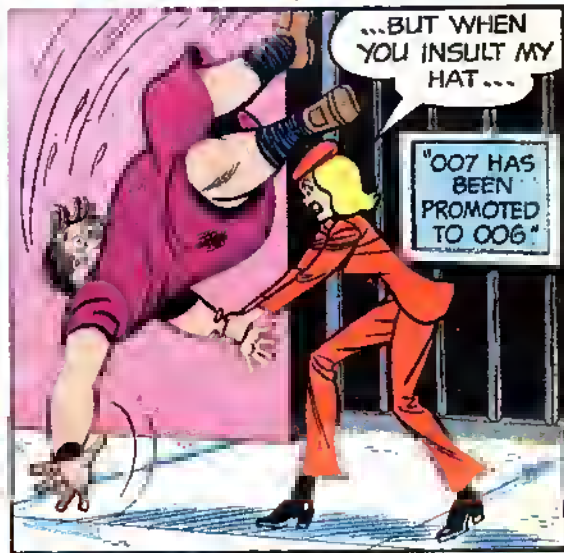
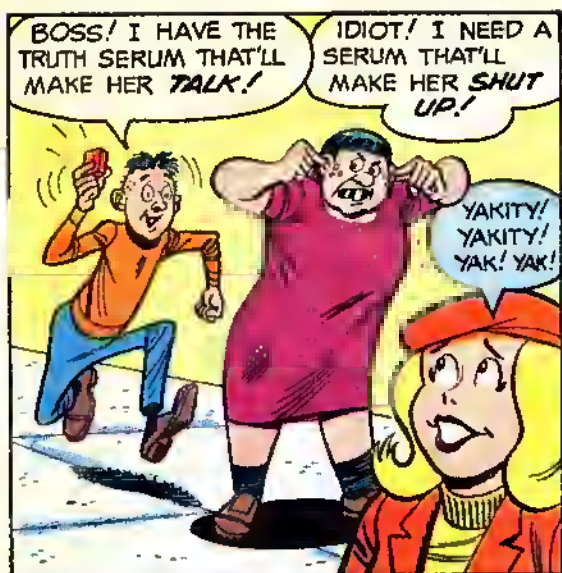


WHY DIDN'T I BECOME A LION TAMER?

LIONS ARE SO MUCH EASIER TO HANDLE THAN FEMALE AGENTS!

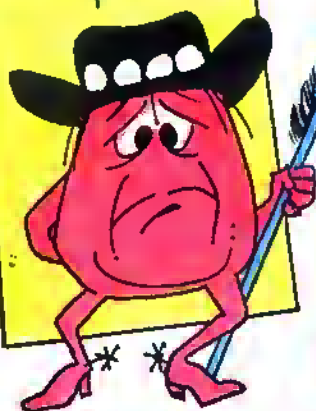






BLAP

THERE'S NOTHING LIKE
A HORSEBACK RIDE TO
MAKE A PERSON
FEEL BETTER OFF!



IF
YOU
DON'T
SUCCEED
AT FIRST,
TRY
PLAYING
SECOND
BASE!



ONE WAY TO
SAVE FACE IS
TO KEEP THE
LOWER HALF
SHUT!



A RUMOR
GOES IN ONE
EAR AND
OUT MANY
MOUTHS!



TWO HEADS
ARE BETTER
THAN ONE
---EXCEPT
ON A
COIN!!



QUIPS

A FOOTBALL GAME
IS ONE PLACE WHERE
IT PAYS TO KICK
WHEN THINGS ARE
NOT GOING WELL!

TO
SOME
KIDS
THE
GREATEST
SEA FOOD
EVER
IS
SALT
WATER
TAFFY!

WHO IS AN EXPERT
ON DIAMONDS AND
YET ISN'T A JEWELER?

A
BASEBALL
UMPIRE!.

IF THE LEADER OF
AN INDIAN TRIBE
IS CALLED
A CHIEF—
WHAT ARE THE
GIRLS CALLED?

MISCHIEFS!

WHAT STARTS
WITH AN "E"
AND HAS
ONE
LETTER
IN IT?

AN
ENVELOPE!

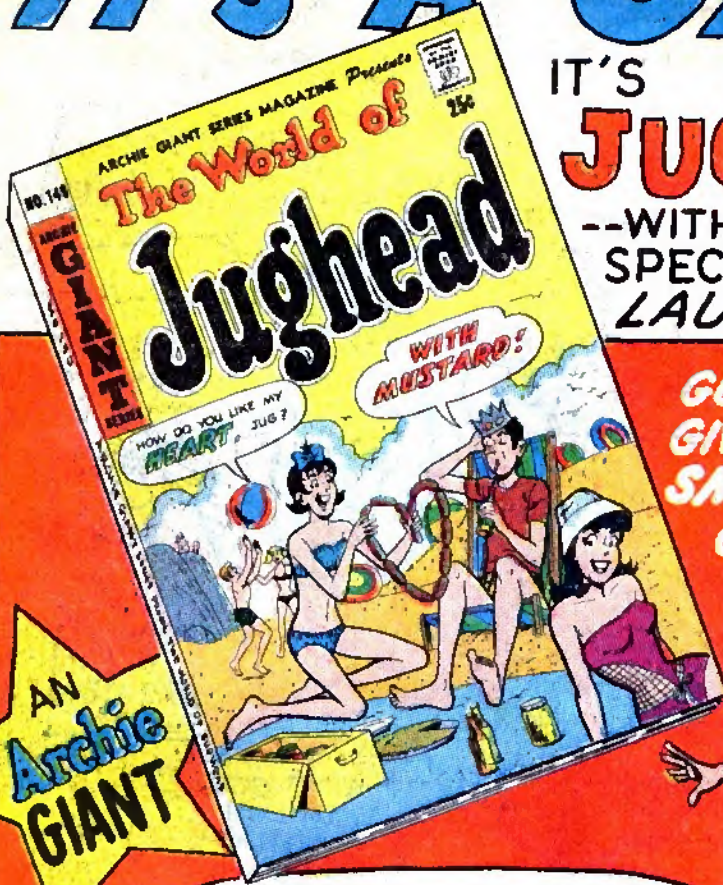
IT'S A GAS!

IT'S

JUGHEAD!

--WITH HIS OWN
SPECIAL BRAND OF
LAUGHING GAS!

**GUARANTEED TO
GIVE YOU MORE
SMILES TO THE
QUARTER!**



**AN
Archie
GIANT**

WHEN MY PAL JUGHEAD SETS OUT
TO PRODUCE A SUPER FUN FUEL HE
DOESN'T FUEL AROUND! THIS GIANT
ISSUE IS HI-OCTANE IN THE LAUGH
DEPARTMENT! DON'T WAIT! SEND THE
COUPON AND FILL UP WITH JUGHEAD!
--THE EXTRA *SMILEAGE*
INGREDIENT!



MAIL TO: **WORLD OF JUGHEAD #149**
1116 FIRST AVENUE
NEW YORK, N.Y. 10021

ENCLOSED PLEASE FIND 25¢ IN COIN. SEND
THE NEW GIANT SIZE WORLD OF JUGHEAD
AS SOON AS IT IS OFF THE PRESSES!

NAME _____
(PLEASE PRINT)

ADDRESS _____

CITY _____

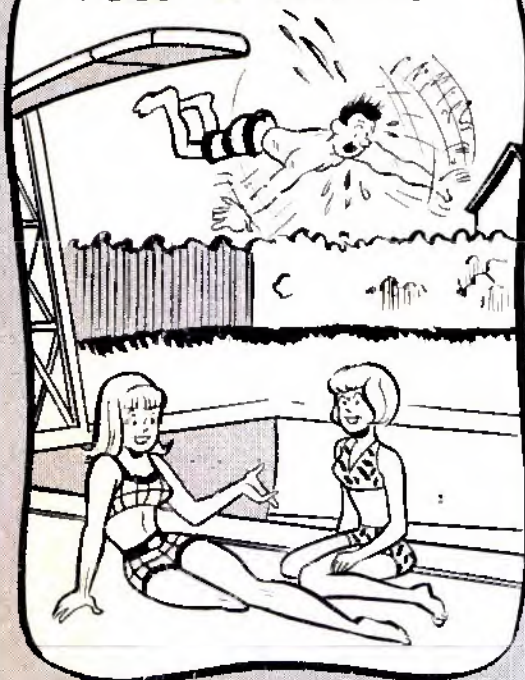
STATE AND ZIP No. _____



**ORDER
YOURS
NOW!**

GUESS WHICH ONE

... JUST FOUND OUT THE
POOL IS EMPTY!



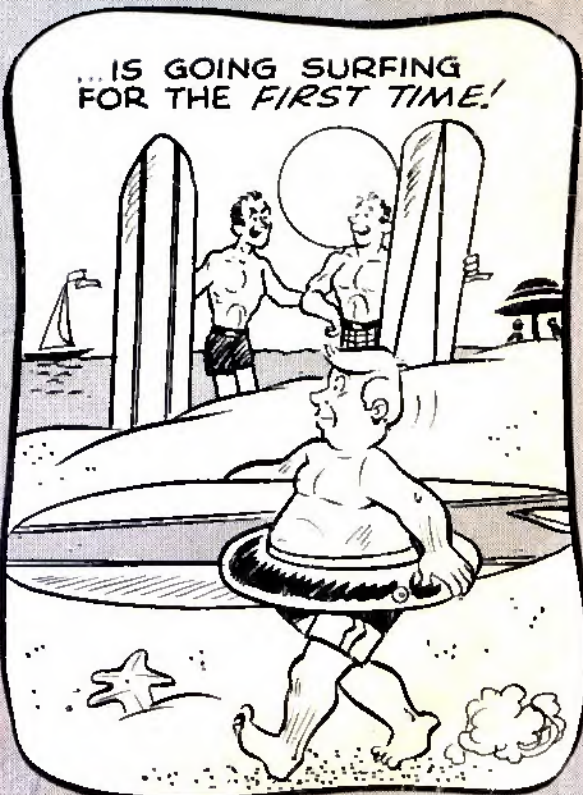
... WILL GET TO THE
PHONE FIRST!



... MADE THE BEST CATCH
OF THE DAY!



... IS GOING SURFING
FOR THE FIRST TIME!



NO MATTER HOW YOU LOOK AT IT...

IT'S EASY TO SEE THIS ONE'S A SWINGER!

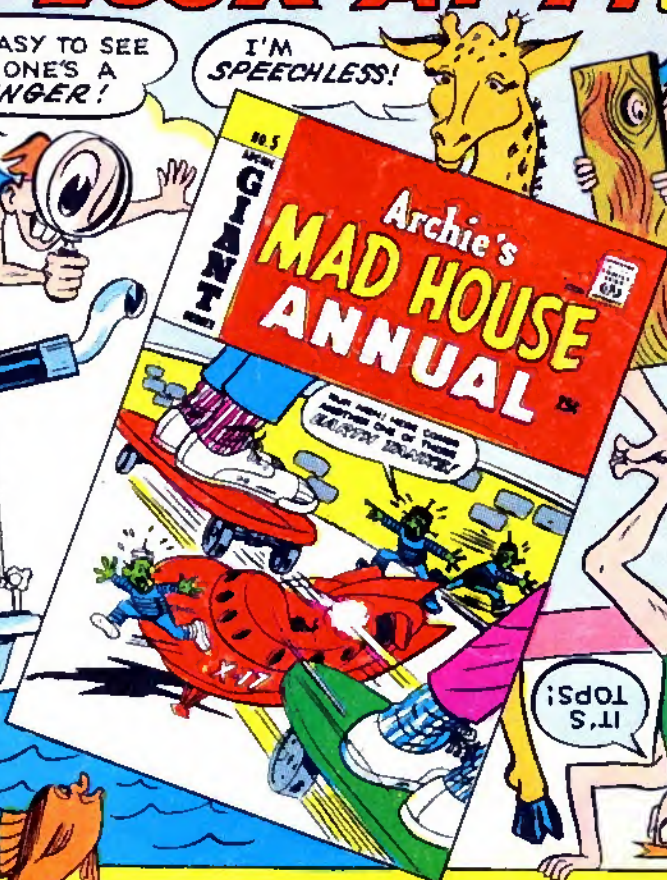
I'M SPEECHLESS!

KNOT BAD!

THAT SHE BLOWS! --IT'S A WHALE OF AN ISSUE!



OCEANS OF FUN! --AND THAT'S O-FISH-AL!



MAD HOUSE ANNUAL NUMBER FIVE IS *LIVE!*

DON'T ASK HOW WE DO IT! BUT EACH MAD HOUSE ANNUAL IS WILDER AND FUNNIER THAN THE ONE BEFORE!

MAIL TO: ARCHIE'S MAD HOUSE ANNUAL #5
1116 FIRST AVENUE
NEW YORK, N.Y. 10021

ENCLOSED FIND 25¢ IN COIN. PLEASE SEND ME THE GIANT ARCHIE'S MAD HOUSE ANNUAL #5 AS SOON AS IT IS OFF THE PRESSES!

NAME _____

ADDRESS _____

CITY _____

STATE AND ZIP No. _____

RETAIN YOUR COOL! DON'T BE IN A STEW OVER MISSING YOUR COPY! SEND THE COUPON NOW!

